



City Hall Weekly Highlights

March 31, 2016

To: Honorable Mayor and City Council Members

From: City Departments

CITY MANAGER:

Silverlakes Activities: This weekend SilverLakes will host three separate events simultaneously. IMG 7V7 West Regional Hunter and Jumper Horse Show presented by Parkside Horse Shows will be taking place along with CalSouth State Cup, National Cup and California Regional League soccer tournaments. These events will run simultaneously on Saturday and Sunday. Stop by on Saturday and/or Sunday to catch some of the action!

Board of Supervisors Receives Criminal Justice System Review Report: Late last year, the Board of Supervisors selected KPMG to conduct organizational, operational, and financial review of the County's Criminal Justice System including law-enforcement contract rate which impacts the City of Norco through the City's contract for police services. The key objectives of the review were to evaluate department operations, analyze cost methods and provide recommendations. KPMG has completed its review and issued their report which was received by Board of supervisors on Tuesday. While the report included several recommendations that could improve efficiencies and effectiveness regarding Riverside County Sheriff's service delivery to contract cities, the recommendations are not likely to result in immediate reductions to the law-enforcement contract rate.

Some of the recommendations in the report that could benefit contract cities include:

- Reaffirm service delivery alternatives and cost forecasting approach through communication and targeted outreach to contract cities. One important recommendation on service delivery alternative is the expanded use of Community Service Officers for high visibility patrol and engagement.
- Establish by Board Resolution a common understanding of "Baseline" services and "General Overhead." The idea here is to avoid contract cities being charged for overhead costs that the County would have otherwise paid regardless of contract cities.
- Establish a common framework to show how RSO has met the specific needs of the contract cities in terms of outcomes, quality, efficiency, and resources.
- Explore alternatives to existing liability cost allocation model. Rather than the existing model which does not take into consideration loss/claims history in allocating costs to contract cities, KMPG believes that a model that factors in loss history would be better in recovering costs. This may benefit cities with favorable claims history.

During the recent contract cities meeting with Riverside County Sheriff staff, cities were told to project 5-6% contract rate increase in the upcoming FY 2016-2017. The Sheriff's staff also provided a finalized contract rate for the current FY 2015-2016 with a rate increase of 7.46%.

ECONOMIC DEVELOPMENT:

Tourism Marketing: Staff is developing a beneficial relationship with Visit California, the agency charged with promoting the Golden State as a tourism destination. After receiving several proposals for short articles on Norco, Visit California notified staff that its Spring 2016 publication will include an introduction to SilverLakes Equestrian Sports Park as an activity visitors can seek out while visiting Horsetown USA. This effort is part of a comprehensive strategy to elevate the City's profile as a visitors destination.

Business Attraction: The City of Norco has reserved exhibit space at the International Council of Shopping Centers (ICSC) annual conference, scheduled for May 22-25 in Las Vegas. This gathering, the world's largest exhibition and networking event for shopping center developers and retailers, is an excellent opportunity for the City to present itself as an attractive site for a wide variety of retail chains, hotel operators and restaurants.

Sixth Street Gateway Sign: Staff and the Economic Development Advisory Council (EDAC) Sign Subcommittee have renegotiated contracts with Prismview (formerly Yesco Electronics) and advertising salesperson Diana McGrew (DbD Graphics) to reduce the monthly operating expenses of the Sixth Street Gateway Sign. The electronic sign, which promotes community events and local businesses, was designed to be financially sustainable.

FISCAL AND SUPPORT SERVICES:

Bill Processing: Staff mailed out 1,967 utility bills to Group 3 customers. We also mailed out 229 delinquent notices and billed for tag fees totaling \$3,664 to Group 2 utility customers that had not paid their bill on time. On Tuesday, the day before delinquent utility customers in Group 4 were due for shut off, a courtesy door tag was hung at their door by Public Works notifying 78 customers that if they do not pay on Tuesday, their water services will be shut off on Wednesday. By Wednesday, 8 customers water was shut off for nonpayment and 6 restored later the same day.

Business License and Cash Receipts: There were 6 new business license applications and 1 renewal application received during the week. Staff processed a combined total of 2,365 cash receipts from the building counter, Parks and Recreation, utility customers and other miscellaneous accounts receivables totaling \$1,249,977. The City received \$537,999 in sales tax this week.

Miscellaneous Accounts Receivable: A total of 12 miscellaneous accounts receivable invoices were sent to individuals/agencies totaling \$5,061. Miscellaneous accounts receivable invoices are sent to bill for EMS services, hydrant meter billing, damage to City property, encroachment permits, loan payments, trash billing to California Rehabilitation Center and any other services provided by the City other than utility billing and business licenses.

PARKS, RECREATION, AND COMMUNITY SERVICES:

Annual Easter Egg Hunt: It was another hoppin' fun morning at the **Annual Easter Egg Hunt** in Horsetown USA! Approximately 450 kids with their families were in attendance at Wayne Makin Sports Complex for the 10 a.m. hunt for the "Golden Eggs". The Easter Bunny gave away a total of 4,900 candy and toy filled eggs on 4 fields as well as 700 candy filled goody bags. A big THANK

YOU to this year's sponsors: Hamner Dental Group and Orthodontist/My Kids Dentist, Baldy View Healthcare, Dona Luisa's Mexican Grill, Norco Lions Club, and Community Funding. Also, thank you to Norco High School Friday Night Live (FNL) Group, Norco Lions Club, Norco High School ASB and Norco Lioness Sweethearts for their active participation and volunteer assistance!



Youth Basketball All-Star teams will be competing in the SCMAF Tournament this weekend. Boys "C" Division will play their first game on Saturday at South Gate Gymnasium – 9520 Hildreth Ave., South Gate 90280 at 10 a.m. Boys "A" Division will play their first game on Saturday at Robinson Park, 1081 N. Fair Oaks, Pasadena 91103. Good luck to our Norco teams!

T-Ball season has started! Teams have been formed and practices began this week, but had to be relocated to another facility due to the hail storm that flooded which flooded Parmenter Park. Opening Day Ceremonies will take place at 8 a.m. on Saturday, April 9, 2016 at Parmenter Park. Picture day is scheduled for Saturday, April 23, 2016. Good luck to all six teams and thank you to our volunteer coaches for stepping up and assisting!

Staff attended the **UNLOAD** meeting on Monday, March 28, 2016. Quest speaker was Deputy Ignacio Robles whose presentation addressed Juveniles and DUI/Drugs. Chrystal Foster presented Norco High School's FNL representative with a certificate of appreciation for their volunteer efforts during special events. Next meeting is scheduled for Monday, April 25, 2016 at 5 p.m.

Wee People Playschool welcomed Hamner Dental / My Kids Dentist as a special guest this week! The dentists talked about healthy foods for your teeth, the importance on how to take care of your teeth and what happens to your baby teeth when your big teeth come in. They played a game and everyone won a tooth magnet. The kids were very excited to get their very own toothbrush kits. Thank you again to Hamner Dental / My Kids Dentist!

MyKid's DENTIST



The Norco Senior Shuttle Bus window was vandalized last week; breaking out the driver side window. The damage was reported to the Riverside Sheriff Department and has since been replaced.

Seniors on the Move took a trip to see the play "Oklahoma" at the Candlelight Pavilion on Thursday, March 31, 2016 at 5:30 p.m.

Cub Scouts Visit: Cub Scouts Pack 41 Webelos joined Mayor Bash on a tour of City Hall on Wednesday, March 30.



George Ingalls Equestrian Event Center

- Norco Horseweek Pageant practices continue at Moreno arena from 6 pm – 9pm Monday evening
- Open Recreational Riding is scheduled March 28-30th at Clark arena from 10am to 3pm
- George A. Ingalls Veteran's Memorial Plaza is OPEN daily from 10 a.m. - dusk.
- Welcome Home Vietnam Veterans took place Tuesday, March 29th at the George A. Ingalls Veterans Memorial Plaza
- A three day NADAC, Agility Dog Show will be held Friday, April 1st – 3rd at Moreno arena. Visitors welcome but no other dogs allowed.
- State of the City Address with Mayor Bash and Taste of Norco will be held Thursday, March 31st at Nellie Weaver hall from 5 pm – 9 pm
- Community barrel race is scheduled Thursday, March 31st from 5 pm to 10 pm at Moreno Arena

PUBLIC WORKS:

Potable Water Meter Repairs:

- 1235 Second – tested AMI connectivity – bad MXU – replaced MXU, attached portable programmer and confirmed connection to AMI system
- 1549 Second Street – replaced MXU housing, confirmed link to AMI system
- 955 Third –
- 1728 Valley View – connected portable programmer, confirmed link to AMI system
- 2526 Sierra – connected portable programmer, cleared 1 alarm, re-established link to AMI system
- 2471 Corona – replaced MXU housing, confirmed link to AMI system
- 910 Second – attached magnetic coupler to MXU, connected portable programmer, confirmed link to AMI system
- 1190 Second – replaced meter register, confirmed meter and register ID numbers, connected portable programmer, confirmed link to AMI system
- 3021 Kips Korner – replaced meter register, confirmed meter and register ID numbers, connected portable programmer, confirmed link to AMI system
- 2065 Temescal (Ag Building) - replaced meter register, confirmed meter and register ID numbers, connected portable programmer, confirmed link to AMI system
- 1378 Tally Ho Lane – replaced MXU, connected portable programmer, confirmed link to AMI system
- 2001 Third Street (Norco College) - connected portable programmer, cleared 1 alarm, re-established link to AMI system
- 2518 Hamner - replaced meter register, cleared 2 system alarms, confirmed meter and register ID numbers, connected portable programmer, confirmed link to AMI system
- 1160 Hamner Avenue - connected portable programmer, confirmed link to AMI system
- 3776 Vine - connected portable programmer, confirmed link to AMI system

Potable Water Service Repairs:

- 1180 Third Street – vacuum excavated leaking water service, replaced 1” copper ball X swivel 45 degree ell.
- 5060 Pinto – vacuum excavated and repaired leaking poly service line
- 170 Pinto - vacuum excavated and repaired leaking poly service line

Fire Hydrant Repairs:

- 4927 Viceroy – rebuilt internal operating assembly, replaced corroded safety coupling, replaced breakaway flanges, flushed hydrant.
- 1212 Fifth Street – replaced broken shear spool, reset shear check valve, replaced hydrant damaged in TC.
- Well 14 – serviced chlorine injection system.
- Reservoir 3 – reset program logical on RTU.
- Reservoir 5 – diagnosed communication issues, reset program logic.

Collection System Maintenance:

- East lift station – cleared grease, grit and debris from the wet well, measured interior diameter and overflow points. Cleared weeds and windblown debris from within the fenced area, cleared 10 foot area around outside of perimeter fencing.

- West lift station - cleared grease, grit and debris from the wet well, measured interior diameter and overflow points, repaired leaking seal lubricant filter on pump 1, cleared weeds and windblown debris from the site.
- Valley View lift station – cleared weeds and windblown trash.

Non-Potable Water Line Maintenance:

- Cleaned the sensor lines for the automatic pressure sustaining valve located on Bluff Street.

DG/Misc. Aggregate:

- 1035 Sixth – dumped and spread 1 ton DG
- 2896 Fourth – dumped and spread 5 tons DG.

Graffiti/Debris Sites:

- 3846 California – picked up TV from right of way
- 1468 Shire – removed water heater and coffee table dumped in the right of way
- 2896 Fourth – removed rain washed DG from the right of way, placed back into the trail area.

Weed Abatement:

- Hamner at Second Street – cleared weeds and debris from the center median
- Hamner at Sixth - cleared weeds and debris from the center median
- Hamner at Hidden Valley - cleared weeds and debris from the center median

Signs:

- Third at Valley View – installed new STOP sign and pole assembly to replace signs knocked over by unknown persons
- Third at Reservoir – installed new STOP sign and pole assembly to replace signs knocked over by unknown persons

Volunteer Trail Maintenance:

- Seven NHA volunteers replaced 19 rails and 2 posts on Temescal between Sixth and Seventh Streets on Saturday, March 26th.

PLANNING DEPARTMENT AND BUILDING DIVISION:

Approved Special Events:

- 9-1-15 to 6-1-16: Temporary food preparation and service modulars (SilverLakes)
- 3-31-16 to 4-30-16: March Madness sale advertising, Norco Tires, 1787 Hamner Ave.
- 4-1-16 to 5-5-16: Horse Week advertising signs, various locations
- 4-9-16 and 5-7-16: Car washes, Carls Jr., 2896 Hamner Ave.

Planning:

Applications Submitted:

Sign Permit

(1 wall sign)

Conditional Use Permit

(1 commercial, 1 residential)

Site Plan

(0 commercial, 2 residential)

Accessory Building Massing Update: The City Council directed the Planning Commission to review the massing of accessory buildings and make any recommendations it determined were needed to amend the current regulations. The Planning Commission made the recommendation that the allowed lot coverage of 40% for all structures in the A-1 zone, including accessory buildings, needs to be revisited. That discussion will occur within the next couple of Planning Commission meetings.

Egg Ranch Land Use Update: As directed by the City Council the Planning Commission has started the review process of the former Norco Egg Ranch property in terms of what is the best land use for the City on that property. Two meetings have been held, the first by two Planning Commission members and staff to determine the strategy for moving forward and when and how to include input from the owners, the public etc. The second meeting involved representatives of the Trust that manages the property and two members from the Economic Development Advisory Council. A follow-up meeting with the same participants is being scheduled and should occur within the next couple weeks, schedules permitting. The intent of the follow-up meeting is to focus in on what is the best land use option to present to the Planning Commission for its full consideration and what the next steps are to get to that point.

Building Division:

Permit Applications Submitted:	14	(2 commercial, 12 residential)
Building Permits Issued:	14	(2 commercial, 12 residential)
Valuation of Construction:		\$ 191,296.27
Building Fees Collected:		\$ 7,218.06
Field Inspections:	43	
Sewer Permits Issued:	1	
Capacity fees collected:		\$ 6,134.00
Connection fees collected:		\$ 307.50

NORCO SHERIFF'S DEPARTMENT:

Road Safety Guidelines for Equestrians and Motor Vehicles: The Norco Sheriff's Office encourages drivers to be aware of the large population of horses in Norco. You will likely encounter horse riders, or even loose horses, while driving throughout the city. We ask everyone to exercise extreme caution when driving through the city and watch for these horses and riders so everyone makes it home safe.

Tips for Motor Vehicle Operators:

- Slow Down! Horses are animals, not machines. Horses are easily alarmed and instinctively run away from anything they perceive to be dangerous, like dogs, moving or loud vehicles and definitely a vehicle's horn.
- Regardless of the posted speed limit, each driver is responsible for driving at a safe speed for the existing conditions. This means passing horses at a speed which would reasonably allow the driver to avoid a collision should the horse become alarmed.
- Never use your horn near a horse.

- Pass with a safety space of at least 6-8 feet between your vehicle and the horse.

Tips for Equestrian Riders:

- Obey all traffic regulations and obey all traffic control devices, such as signal lights and stop signs. A horse rider is required by California Law to follow the same rules and regulations as drivers of motor vehicles, including riding while intoxicated.
- Make yourself as visible as possible to drivers by using lights and reflectors. Wear bright reflective clothing when riding during hours of darkens or low light.
- Do not intentionally impede the flow of traffic. When a car approaches on a dirt road, or other narrow roadway, stop to safely let the car pass.
- Wearing a helmet is highly recommended. As with bicycle accidents, many serious injuries to riders could be avoided with the proper use of a helmet.

The Norco Sheriff's Office has pamphlets containing these same motorist and equine road safety tips, which are available to the public. Anyone wishing to obtain a pamphlet is welcome to drop by our office lobby, Monday through Thursday, 10:00 a.m. through 2:00 p.m. Drive Safely!



Norco Citizen's Patrol (NCP) Recruiting: Are you interested in contributing to positive communications between your community and law enforcement? Would you like to have an impact with reducing and preventing crime in the City of Norco? Would you like to meet new people, gain valuable work experience, and develop professional expertise? If you answered yes to any of these questions, you might be interested in volunteering with the Norco Citizen's Patrol (NCP).

Who is NCP? Norco Citizens Patrol is a team of highly trained volunteers who enhance vital crime prevention services and community awareness through proactive law enforcement principles.

NCP members do not take enforcement action, carry weapons or make arrests. All suspicious activity is reported to the Sheriff's Department by the patrol vehicle radio or cell phone and the dispatch center.

NCP Volunteers receive training in:

- Crime Prevention
- CPR and First Aid
- Introduction to Law
- Driver Awareness
- Patrol Procedures
- Traffic Control
- Radio Communications

Qualifications:

- 18 years or older
- Good Moral Character
- Good driving record
- No felony Convictions
- Current U.S. Citizen
- Pass Background Check
- Have valid California Driver's License



Requirements:

- Good People Skills
- Wear approved uniform (provided)
- Attend Monthly Meetings
- Have at least two patrol members per vehicle
- Volunteer at least 16 hours per month
- Maintain a positive attitude
- Enjoy your time
- Present a professional appearance at all times

Anyone with any questions or interest with our NCP program is encouraged to contact Deputies Robles or Mendez at (951) 270-5673.

Norco Sheriff's Office Pedestrian Safety Operation-Press Release: The Norco Sheriff's Office will step up pedestrian safety enforcement operations on April 1, 2016, Friday, with focused enforcement on collision causing factors involving motorists and pedestrians.

Officers will be looking for traffic offenses made by drivers and pedestrians alike that can lead to life changing injuries. Special attention will be directed toward drivers speeding, making illegal turns, failing to stop for signs and signals, failing to yield to pedestrians in crosswalks or any other dangerous violation. Additionally, enforcement will be taken for observed violations when pedestrians cross the street illegally or fail to yield to drivers who have the right of way. Pedestrians should cross the street only in marked crosswalks or intersections.

Pedestrian fatalities are rising in California as more people use non-motorized means of transportation. In 2013, California witnessed 701 pedestrian deaths accounting for over 23 percent of all roadway fatalities, much higher than the national average of 15 percent.

A national study reveals that pedestrians and drivers do not obey laws and signals consistently and many often use cell phones, text, and listen to music while walking or driving. Only 60 percent of pedestrians said they expected drivers to stop when they were in crosswalks, even though they have the right-of-way.

Routine traffic patrols will focus efforts in trouble spots, while special targeted crosswalk patrols will also be deployed to crackdown on drivers and pedestrians who violate traffic laws meant to protect all roadway users.

The following safety tips can save lives in the City of Norco:

Drivers can:

- Look out for pedestrians, especially in hard-to-see conditions such as at night or in bad weather.
- Slow down and be prepared to stop when turning or entering a crosswalk where pedestrians are likely to be.
- Stop at the crosswalk stop line to give drivers in other lanes an opportunity to see and yield to the pedestrians too.
- Be cautious when backing up – pedestrians, especially young children, can move across your path. See www.safercar.gov/parents/backover.htm

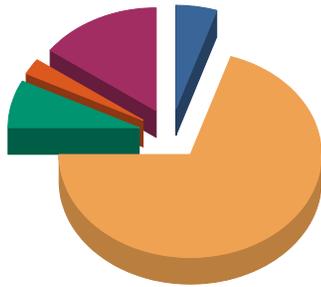
Pedestrians can:

- Be predictable. Follow the rules of the road, cross at crosswalks or intersections, and obey signs and signals.
- Walk facing traffic and as far from traffic as possible if there is no sidewalk.
- Pay attention to the traffic moving around you. This is not the time to be texting or talking on a cell phone.
- Make eye contact with drivers as they approach. Never assume a driver sees you.
- Wear bright-colored clothing during the day and reflective materials (or use a flashlight) at night.
- Look left-right-left before crossing a street.

Funding for this program is provided by a grant from the California Office of Traffic Safety through the National Highway Traffic Safety Administration

FIRE DEPARTMENT / CAL FIRE:

Response Activity – Norco
March 24, 2016 – March 30, 2016



False Alarm	2	5.0%
Medical	28	70.0%
Public Service Assist	3	7.5%
Standby	1	2.5%
Traffic Collision	6	15.0%
Total:	40	100.0%

False Alarm	2
Medical	28
Public Service Assist	3
Standby	1
Traffic Collision	6
Incident Total:	40

Riverside County Fire Weekly Activity Report- Norco

3/24/16 - 3/30/16

	CITY
Activity Totals	Norco
PLAN REVEIWS	TOTAL
All Plan Reviews	4
INSPECTIONS	Norco
Annuals	18
New Construction	1
Re-inspections	8
Title 19 Inspections	
Business License Review	
C of O's	
Weed Abatement	1
MEETINGS & OTHER	Norco
Meeting	1
Training	1
Special Inspections/Events	

Weekly Prevention Activity- Graph Summary

